

Message Text

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PAGE 01 BELGRA 03110 261554Z

64

ACTION EUR-25

INFO OCT-01 ISO-00 CIAE-00 EB-11 INR-10 LAB-06 NSAE-00

PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01 /076 W
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R 261510Z JUN 74

FM AMEMBASSY BELGRADE
TO SECSTATE WASHDC 9764
INFO AMEMBASSY ROME
AMCONSUL MILAN
AMCONSUL ZAGREB UNN
USDOC WASHDC

UNCLAS BELGRADE 3110

E.O. 11652: N/A
TAGS: BEXP, YO
SUBJECT: ZAGREB FALL FAIR: TECHNOLOGY FOR THE AMERICAN HOME

REF: A. BELGRADE 2504 B. STATE 091528

1. RE: USDOC BDO AT ZAGREB FALL FAIR: IN ORDER AVOID NECESSITY
FOR PRODUCTION ON CRASH BASIS OF BROCHURES, MAILING LISTS, ETC.
PROPOSE PUBLICIZE U.S. BUSINESS PARTICIPATION IN 1974 ZAGREB FALL
FAIR, WILL NEED TO KNOW ASAP A) NAMES AND ADDRESSES FIRMS
PLANNING CATALOGUE DISPLAYS, PLUS PRINCIPAL PRODUCTS DESCRIPTION
B) NAMES OF COMPANIES UTILIZING OUTDOOR DISPLAY AREA, PLUS
DESCRIPTION OF EQUIPMENT TO BE DISPLAYED.

2. EMBASSY PRESUMES COMMERCE IN CLOSE CONTACT WITH USIA IN
ORDER TO ACHIEVE FULLEST POSSIBLE COMMERCIAL EXPLOITATION OF
THE THEME. EMBASSY AND CONGEN WOULD GREATLY APPRECIATE PROMPT
RECEIPT OF LIST OF ITEMS WHICH USIA PLANS EXHIBIT, ORDER ENABLE
US TO COMMENT ON COMMERCIAL POSSIBILITIES AND TO PLAN MAILING LISTS
BLUE RIBBON CALLS AND OTHER PROMOTIONAL DEVICES.

3. UNDERSTAND THAT USIA DIRECTOR JAMES KEOUGH WILL BE IN ZAGREB
AUGUST 12 TO PREVIEW EXHIBIT.

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4. RE REF (A) EMBASSY UNALBE CONTACT CATEPILLAR REP BOJIC

WHO IS OUT OF COUNTRY. EXPECT FURTHER INFO IN NEXT FEW DAYS.

JOHNSON

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NNN

Message Attributes

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Disposition Authority: n/a
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Disposition Event:
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